RISO News Flash

Product Marketing

Reference #364 July 1, 1999

ATTN: All RISO Dealer Principals and Distributors

Special Promotion – SC3500 and RISORINC Color Separation Software

RISO, Inc. is pleased to announce a special promotion for the months of July and August! Purchase an SC3500 and receive RISORINC Color Separation Software – a $75 value –free of charge! RISORINC is designed to work exclusively with the SC3500 and the Risograph – providing another competitive edge in the digital duplicator market.

RISORINC is a PC-based software application that enables color separations in Microsoft programs, such as Publisher, Word, and Excel. Normally, this function would only be found in expensive desktop publishing programs, like PageMaker and QuarkXpress. But with RISORINC, users can add color to any file in just a few easy steps. Step-by-step instructions of how to install and use the software are included in the package.

Imagine being able to provide your customers with the ability to add color to their everyday documents without the expense and learning curve of upgrading to a desktop publishing program! It's business as usual for them with nothing to lose but their boring black-and-white documents! Order your SC3500's now with RISORINC included and pass the savings along to your customer.

Please contact your RISO District Sales Manager for more information about RISORINC.

RISORINC software is also available to order separately at a dealer cost of $55 (SRP of $75) for existing SC3000 Series customers.

Product Information will be sent to you in a few weeks.

RISORINC is not compatible with the SC5500 or the SC7000 Series. Offer valid July 1 through August 31, 1999.